

## National Women's Health Week Social Media Toolkit

Join the Office on Women's Health in celebrating National Women's Health Week! Share these Facebook posts and tweets from May 1 to May 17, 2014. There are two types of messages: generic messages promoting National Women's Health Week and messages specific to National Women's Health Week's five key prevention messages:

1. Visit a health care professional to receive regular checkups and preventive screenings.
2. Get active.
3. Eat healthy.
4. Pay attention to mental health, including getting enough sleep and managing stress.
5. Avoid unhealthy behaviors, such as smoking, texting while driving, and not wearing a seatbelt or bicycle helmet.

### Promote National Women's Health Week on Twitter

#### Hashtags:

- Use the **#NWHW** hashtag in any content that highlights National Women's Health Week.
- Use the **#CheckupDay** hashtag in any content that highlights National Women's Checkup Day.
- Use the **#WellWoman** hashtag in any content that highlights the well-woman visit.

**Follow** @womenshealth and retweet content for #NWHW that you find helpful at [www.twitter.com/WomensHealth](http://www.twitter.com/WomensHealth).

**Tag us:** @womenshealth (or @SaludDLaMujer in Spanish).

**Tweet** the messages we've provided throughout May.



### Timeline for NWHW Social Media Messages



## Promote National Women's Health Week on Facebook

**Like** the Office on Women's Health – U.S. Department of Health and Human Services Facebook page at [www.facebook.com/HHSOWH](http://www.facebook.com/HHSOWH).

**Like, share, or comment** on content we post to our page.

**Tag us:** @Office on Women's Health – U.S. Department of Health and Human Services.

**Post** the messages we've provided throughout May.

## Promote the National Women's Health Week Thunderclap

Support the National Women's Health Week [Thunderclap](#)! Thunderclap is a tool that amplifies a message by getting a lot of people to say it together. By joining our National Women's Health Week Thunderclap, you and others will share the same message at the same time across Facebook and Twitter. Please join the National Women's Health Week Thunderclap and ask your partners, friends, family, and coworkers to support the message, too.

## Promote National Women's Health Week on Pinterest

**Follow** the Office on Women's Health Pinterest page at [www.pinterest.com/womenshealth/natl-womens-health-week](http://www.pinterest.com/womenshealth/natl-womens-health-week).

**Repin** content we post throughout May.

## Sample Posts

Twitter 

We encourage you to tweet some of the posts below. Don't forget to use the #NWHW hashtag so that everyone participating in National Women's Health Week can view your tweets.

## May 1–10: Lead-up Messages to National Women's Health Week

- Join the Nat'l Women's Health Week celebration May 11-17! @womenshealth encourages you to find a Meetup: <http://go.usa.gov/KSWY> #NWHW
- Celebrate #NWHW by gathering women in your community and starting a Meetup! <http://go.usa.gov/KSWY>
- Learn what steps @womenshealth recommends for better health during Nat'l Women's Health Week: <http://go.usa.gov/KSWQ> #NWHW
- Show your support for women's health! Donate a tweet to the Nat'l Women's Health Week Thunderclap: <http://bit.ly/1pZvd2l>
- It's easy to support Nat'l Women's Health Week! Use your Twitter or FB account to join our Thunderclap: <http://bit.ly/1pZvd2l> #NWHW
- This Nat'l Women's Health Week, pledge to schedule your #WellWoman visit: <http://go.usa.gov/KSZx> #NWHW

- Nat'l Women's Checkup Day is May 12. Find out which screenings you need: <http://go.usa.gov/KSWe> #NWHW
- #NWHW is a great time to learn about the benefits of the #ACA, like the #WellWoman visit! Learn more: <http://go.usa.gov/KS8w>
- Nat'l Women's Health Week is your time! Celebrate by focusing on your health! <http://go.usa.gov/KSWQ> #NWHW
- What pledges will you make during #NWHW? Take control of your health & sign up here: <http://go.usa.gov/KSZx> #WellWoman

### May 11–17

Below are tweets you can use during National Women's Health Week. Each day is focused on one of National Women's Health Week's key messages.

#### May 11: Kickoff to National Women's Health Week and Mother's Day Messages

- Happy Mother's Day & Nat'l Women's Health Week! Learn how to take simple steps for better health: <http://go.usa.gov/KSKF> #NWHW
- It's your time! This week is Nat'l Women's Health Week. @womenshealth encourages all women to focus on their health! #NWHW
- It's Mother's Day & the start of #NWHW! Encourage the women in your life to take a pledge for better health! <http://go.usa.gov/KSZx>

#### May 12: National Women's Checkup Day Messages

- It's Nat'l Women's #CheckupDay! Take care of your health by scheduling your #WellWoman visit: <http://go.usa.gov/KSkT> #NWHW
- Do you know what screenings you need at what age? Find out with this screening chart: <http://go.usa.gov/KSWe> #NWHW #CheckupDay
- Thanks to the #ACA, women can receive their #WellWoman visit at no cost to them! Learn more: <http://go.usa.gov/KSkT> #NWHW
- Have you scheduled your #WellWoman visit yet? Take the pledge for #NWHW! <http://go.usa.gov/KSZx>

#### May 13: Physical Activity Messages

- #LetsMove! For Nat'l Women's Health Week, make sure you get plenty of physical activity: <http://go.usa.gov/KSWQ> #NWHW
- Join women across the country and pledge to get active during #NWHW! <http://go.usa.gov/KSZx>
- Get active now! Join the President's Challenge & start tracking your progress online for free: <http://bit.ly/1jZX5Ek> #NWHW
- Check out the #NWHW Meetup page to see if there's a fun way to exercise near you! <http://go.usa.gov/KSKd>
- Take small steps to be more active during #NWHW! Here's a tip—try taking the stairs instead of the elevator: <http://go.usa.gov/KSkJ>

#### May 14: Nutrition Messages

- It's #NWHW! Take simple steps for better health, like eating more fruits and veggies. Check out these tips: <http://go.usa.gov/KSKR>
- Look to see whether there's a healthy cooking Meetup near you during #NWHW! <http://go.usa.gov/KSKd>
- For Nat'l Women's Health Week, make healthy eating a priority: <http://go.usa.gov/KSWQ> #NWHW
- It's your time! Pledge to eat healthy during #NWHW! <http://go.usa.gov/KSZx>
- Here's a healthy eating tip for #NWHW! Try whole wheat bread instead of white bread. Find more tips: <http://go.usa.gov/KSKC>

#### May 15: Mental Health Messages

- Pay attention to your mental health during #NWHW! Be sure to get enough sleep & manage stress. <http://go.usa.gov/KSWQ>
- In celebration of Nat'l Women's Health Week, take time for you! It's important to care for yourself. <http://go.usa.gov/KSKF> #NWHW
- Did you know exercise can help your mental health? Learn more for #NWHW! <http://go.usa.gov/KSBG>
- Alcohol may relieve symptoms of depression & anxiety, but it can worsen symptoms in the long run. Learn more: <http://go.usa.gov/KSBk> #NWHW

#### May 16: Safe Behavior Messages

- Stay healthy this #NWHW! Avoid unhealthy behaviors like smoking: <http://go.usa.gov/KSZh>
- Are you a safe driver? Be safe by wearing your seatbelt & not texting while you drive: <http://go.usa.gov/KSB4> #NWHW
- Prioritize your health this #NWHW! Pledge to avoid unhealthy behaviors, like not wearing a bicycle helmet: <http://go.usa.gov/KSZx>
- Take control of your health for #NWHW! Talk to your provider about reducing your risk for STDs: <http://go.usa.gov/KSZH> #NWHW

#### May 17: Wrap-up Messages

- As #NWHW closes, don't forget to get your #WellWoman exam, be active, eat healthy, focus on mental health, & avoid unhealthy behaviors.
- Today is the last day of #NWHW! It's not too late to learn how you can take care of you and be healthier: <http://go.usa.gov/KSWQ>
- Before May comes to a close, pledge to schedule your #WellWoman visit! <http://go.usa.gov/KSZx> #NWHW
- It's not too late to pledge to be a healthier you! Join women across the U.S. and take the #NWHW pledge: <http://go.usa.gov/KSZx>

## Facebook

We encourage you to post the following messages on Facebook in the weeks leading up to National Women's Health Week.

**Tagging note:** When posting Facebook messages, if you want to tag our page as suggested in the messages, please type out **@Office on Women's Health – U.S. Department of Health and Human Services** to activate the tagging feature. Copying and pasting the page name will not activate the tag.

### May 1–10: Lead-up Messages

- National Women's Health Week is around the corner! Celebrate by starting or joining a Meetup in your community! <http://www.womenshealth.gov/nwhw/join/meetup>
- Show your support for women's health! Donate a Facebook post or tweet to the National Women's Health Week Thunderclap. Sign up before May 12! <https://www.thunderclap.it/projects/10345-national-women-s-health-week>
- Small steps can make a big difference in your health! During National Women's Health Week, learn about the five steps the Office on Women's Health - U.S. Department of Health and Human Services recommends for a healthier you. Visit this website to learn more: <http://www.womenshealth.gov/nwhw/learn>
- What are the important women in your life getting for Mother's Day? In honor of National Women's Health Week, why not celebrate her by giving her

gift cards for yoga classes or a massage? Give her the gift of taking time for herself. <http://www.womenshealth.gov/nwhw>

- Celebrate National Women's Health Week by gathering the women in your community and starting a Meetup! <http://www.womenshealth.gov/nwhw/join/meetup>
- Take control of your health this National Women's Health Week by scheduling your well-woman visit. <http://www.womenshealth.gov/nwhw/learn/pledge>
- Join women across the country pledging to take steps for better health during National Women's Health Week! <http://www.womenshealth.gov/nwhw/learn/pledge>

### May 11–17

Below, we have included Facebook posts you can use during National Women's Health Week. Each day is focused on one of the five key messages we encourage women to use to improve their well-being.

### May 11: Kickoff to National Women's Health Week and Mother's Day Messages

- Happy Mother's Day and Happy National Women's Health Week! Take charge of your health this week by taking small steps to improve your physical and mental health. Learn more by visiting <http://www.womenshealth.gov/nwhw>.

- Today kicks off National Women's Health Week! Each day, the Office on Women's Health – U.S. Department of Health and Human Services will share a different tip for improving your health, so stay tuned! Learn more by visiting <http://www.womenshealth.gov/nwhw>.

### May 12: National Women's Checkup Day Messages

- Take charge of your health during National Women's Health Week by learning which preventive services are covered by the Affordable Care Act. <https://www.healthcare.gov/what-are-my-preventive-care-benefits/#part=2>
- It's time to commit to better health! For National Women's Checkup Day, pledge to schedule your well-woman visit. Learn more at <http://www.womenshealth.gov/nwhw/learn/checkup.html>.
- Have you pledged to schedule your well-woman visit yet? Receiving preventive care is important for your health. <http://www.womenshealth.gov/nwhw/learn/pledge>

### May 13: Physical Activity Messages

- For National Women's Health Week, get moving! Learn more from the Office on Women's Health – U.S. Department of Health and Human Services about steps you can take to lead a more active life. <http://www.womenshealth.gov/nwhw/learn>
- Get active during National Women's Health Week! There are lots of fun ways to get your heart pumping, such as walking, gardening, kayaking,

water aerobics, yoga, and more! <http://www.womenshealth.gov/fitness-nutrition/steps-to-get-you-moving/index.html>

- Let's move! Check out the National Women's Health Week Meetup page and see if there's a 5K or exercise class near you! <http://www.womenshealth.gov/nwhw/join/meetup>

### May 14: Nutrition Messages

- Make healthier food choices for National Women's Health Week! Use a leaner cut of meat or try whole grain options, such as whole wheat pasta or bread. <http://www.womenshealth.gov/fitness-nutrition/how-to-eat-for-health/index.html>
- Do you want commit to eating healthier? Take the National Women's Health Week pledge for extra motivation. <http://www.womenshealth.gov/nwhw/learn/pledge>
- The President's Challenge, a free online tracker, can help you meet your healthy eating and activity goals. Sign up to eat better and move more for National Women's Health Week! <https://www.presidentschallenge.org>

### May 15: Mental Health Messages

- For National Women's Health Week, be sure to pay attention to your mental health. That includes managing stress, getting enough sleep, and taking time for you. It's your time! Learn more by visiting <http://www.womenshealth.gov/nwhw>.

- Did you know that nearly half of all Americans have symptoms of a mental illness at some point in their lives? If you have symptoms, you're not alone. For National Women's Health Week, learn about the help available to you. <http://www.womenshealth.gov/mental-health/help>
- Alcohol may help relieve symptoms of depression and anxiety, but it can cause harmful side effects and worsen symptoms in the long run. Find ways to cope with your mental health for National Women's Health Week by visiting <http://www.womenshealth.gov/mental-health>.

### May 16: Safe Behavior Messages

- National Women's Health Week focuses on encouraging women to stay away from unhealthy behaviors like smoking. Visit the Office on Women's Health – U.S. Department of Health and Human Services Facebook page and share what unhealthy behavior you try to avoid and how. <http://www.facebook.com/HHSOWH>
- How safe are you being when you're in your car? During National Women's Health Week, keep yourself and others safe. Wear a seatbelt and don't text while driving. <http://www.nhtsa.gov/Driving+Safety>

- Quitting smoking isn't easy, but you can do it. Learn what resources are available to help you or someone you love quit by visiting <http://women.smokefree.gov>.

### May 17: Wrap-up Messages

- As National Women's Health Week comes to a close, what will you do to keep the momentum going? It's not too late to take simple steps for a healthier version of you. <http://www.womenshealth.gov/nwhw>
- Today is the last day of National Women's Health Week! If you missed the steps to improve your health, visit the Office on Women's Health – U.S. Department of Health and Human Services website to learn about all five. <http://www.womenshealth.gov/nwhw/learn>
- Preventive health is important to your good health! To celebrate the last day of National Women's Health Week, pledge to schedule your well-woman visit. <http://www.womenshealth.gov/nwhw/learn/pledge/index.php>